

KFH "MORNING MERRY-GO-ROUND"

8:00 AM -- ON THE AIR!

MUSIC by WAYNE AND THE WICHITANS - perhaps the finest dance band west of Chicago. Wayne Euchner - the director, and Musical Director for KFH - formerly played on, and arranged the music for the "Jack Benny" radio show over a period of four years. For twelve years he was pianist and arranger for Don Bestor's orchestra.

EMCEE is GENIAL GENE MCGEHEE - a young, vivacious, personable chap who wins your favor immediately. He has five or six years of successful radio to his credit.

COMEDY by ORTH "SQUIRE" BELL - who has been in radio for the past twenty years. Several of these years he had his own coast-to-coast network show on CBS.

SONGS by PRETTY PEGGY JONES - one of the six young ladies chosen in a nation-wide contest conducted by the Dorsey Brothers, in which over 10,000 singers were auditioned.

During the first half of the "Morning Merry-Go-Round", we salute and name the parents of babies born in the Wichita hospitals during the preceding twenty-four hours. Weather and almanac wisdom is offered. But MUSIC PREDOMINATES THE ENTIRE PROGRAM.

8:25 AM -- TIME FOR NEWS!

A breather for the musicians during which we present the NEWS BY BOB GADBERRY. Local, national and international news is presented in capsule form in the five-minute allotment.

8:30 AM -- ON THE AIR!

The second half of the "Morning Merry-Go-Round" - EVERYTHING GOES! The KFH Ark Valley Boys augment Wayne and the Wichitans - giving us two big bands and more singers, since several of the Ark Valley Boys

vibrate their vocal chords and now and then we recruit a couple of the boys from Wayne's band to do the vocals.

UNCLE "PUNY" HAWKINS - Boss Man for the Ark Valley Boys - entered radio eight years ago after a long career on the stage and screen. Perhaps you have seen him many times playing the part of a wealthy ranch owner, or the town sheriff in some of Universal's pictures.

COUSIN "CORKY" EDMINSTER - Musical Director of the KFH Ark Valley Boys - who, by the way, can put his shoes on and sit down with any of our musicians and read and play the musical spots right along with them.

COUSIN CLARENCE "C.Q." BROWN - natural-born comedian and all 'round musician - has had at least twenty years experience in radio, and has never failed to cheer up his listeners. His philosophy of life is: "Shuckins, they's enuf sorrow on earth within'out me wearin' a sour puss, so I just say to myself - 'Clarence, put a jug o' sunshine in yer sole and a smile on yer mug - and rub some of'n it of' on every one ye meet!'"

This last half of the broadcast is better known as the "Memory Teasers" - or "Stump the Stupes"! The listeners send in three song titles and challenge the musicians to play at least 8 bars of any one of the tunes. If they "Stump the Stupes" - in other words, if not one of the members of either band can sing or play 8 or more bars of any one of the tunes - we pay off with a nice gift out of the grab bag. These gifts vary from \$50.00 wrist watches to "Dryette" clothes dryers, which sell for \$3.95.

9:00 AM -- OFF THE AIR!

THIS IS WHERE YOU COME IN!

Now that you know something about the program and the people on it -- here's what WE want to do for your firm! AT NO COST TO YOU!!!

As a public service, and to acquaint Wichitans and the surrounding trade territory with your business - we will give a brief history of your firm on the broadcast, and tell something of the product or nature of your business. The entire show will be centered upon your business activities, with personal interviews with some of your employees, especially your executives. This excellent advertising WILL NOT COST YOU ONE RED CENT -- and you WILL NOT be chagrined by a follow-up to buy advertising!

We want YOU to arrange to have as many of your employees as you can release between 8 and 9 o'clock some morning, Monday through Friday, as our guests in the studio. We must have at least 50 people, and we can comfortably accommodate about 175. If you haven't that many in your employ, you are at liberty to invite your friends and customers to make up the deficit. The day of the week and the month can be determined in discussion with me.

Furthermore, during the "Memory Teasers" portion of the show, a number of your group will be given an opportunity to "Stump the Stupes" - with a chance to take home a fine gift.

Coffee will be served to all our guests during the broadcast.

WELL, WHAT DO YOU THINK? IS IT A DEAL?

Call me right away and give me your ideas!

LET'S GET TOGETHER!

Call or write --

Vernon E. Reed
Program Director
Radio Station KFH